

Auto-Intender Project

Stage 1 Development Complete

- Automatically culled 26,000 “good” leads during month of January
- Began phone survey qualification to better understand the value of the leads (results are encouraging)



Auto-extraction results

42,000 raw car classified ads culled from 58 newspapers during month of January filtered down to 26,000 “good” ads (excluding dealer[13,000], or ones with incomplete information or unparsable [3000])



Survey Results (Very Preliminary)

Phone Survey Results



Forecasts

Current “Lead” Volume rate = 250,000
ads/year culling 58 newspapers

- Expect to achieve rate
 - 500,000 ads/year by March
 - 1,000,000 ads/year May
 - 4,000,000 ads/year October

